

SOUVENIR PROGRAM
70th BIRTHDAY ANNIVERSARY CELEBRATION
in honor of the late

Manuel L. Quezon



PRESIDENT MANUEL L. QUEZON
Patriot - Statesman - Leader

Quezon City

August 19, 1948

Manuel Luis Quezon

Born August 18, 1878, Baler, Philippine Islands
Educated at local primary schools
Graduate, A.B. *summa cum laude*, College of San Juan de Letran,
Manila
Studied Law, University of Santo Tomas, Manila
Joined the insurrectionist forces of General Aguinaldo, 1899
Surrendered to Lieutenant Miller, U.S.A., 1901
Interviewed by General Arthur MacArthur, U.S.A., 1901
Imprisoned and released by United States Army, 1901
Passed bar examinations, 1903
Practiced law in Manila and Tayabas Province
Prosecuting Attorney, Mindoro and Tayabas, 1903-4
Decided to cooperate with American regime, 1903-4
Elected Governor of Tayabas, 1905
Elected to first Philippine National Assembly, 1907
Delegate to the International Congress of Navigation, St. Petersburg
Resident Commissioner to the United States, 1909-16
Learned to speak English, 1909-10
President of the Philippine Senate, 1916-34
Inaugurated as first President of the Philippine Commonwealth,
1934.
Instituted Philippine Army under command of General Douglas
MacArthur, 1935.
Attacked by Japanese planes at Baguio, December 8, 1941.
Evacuated with MacArthur to Corregidor, December 24, 1941.
Established temporary capital in the Visayas, February 1942.
Followed MacArthur to Australia, March 1942
Arrived in the United States, May 1942
Died August 1, 1944.

HIS EXCELLENCY

Elpidio Quirino

President of the Philippines


MALACAÑAN PALACE

MESSAGE

It is to me a source of deep gratification that we are able to celebrate August 19 this year with the future capital city of the country, named in memory of the late President Manuel L. Quezon, already in the process of being created out of the old Quezon City which he himself founded as a nucleus.

President Quezon was the Father of our Nation. It is proper that to his memory we build and name after him a modern and beautiful capital city which will not only commemorate and honor his patriotism and statesmanship but also give this country, which he brought to the threshold of independence, a fitting and dignified seat for its national government.

I join the officials and citizens of the present Quezon City in doing honor to Manuel L. Quezon on the day of his nativity. I do so not only as President of the Philippines but as a friend and follower who will forever be personally in his debt.



Manila, July 29, 1948



HIS EXCELLENCY,
President Elpidio Quirino
(an early portrait)

Message

The genius of our people has produced at every decisive era of our history the leader best qualified to interpret its spirit and to cope with its conflicts and problems. Manuel Luis Quezon was one of those chosen geniuses of the race, who emerged at exactly the right stage of our national development to lead our people in the peaceful campaign for independence.

His superb political talents united all classes, parties, and creeds in the pursuit of the common ideal. His flaming nationalism inspired and sustained this union through the most anxious crisis of self-doubt. And his mastery of government and diplomacy led us unswerving to success. Although he did not live to see it, Manuel Luis Quezon was the father of this Republic and it is the patriotic duty of all its citizens to enshrine him in our hearts.

The celebration of his 70th birthday anniversary this year is particularly appropriate. The President and the Congress of the Philippines have thought it fit to establish the national capital of the Republic in the great city that he planned and raised and that now bears his honored and beloved name. From this year onward therefore the Republic will be always identified with its father and founder and the seat of its government will always stand under his inspiring memory, all the better to realize his ideals of social justice and complete independence.

JOSE AVELINO
President of the Senate



HON. JOSE AVELINO
President of the Senate

Message

August 19th is a significant day in our history for it marks the birth of a great Filipino patriot and statesman, Manuel L. Quezon. No man of his time was more beloved, respected and honored by his countrymen.

It is but fitting and proper that on this occasion, we bow our heads in reverential homage to him who died and fought for our country. His extraordinary endowment, sterling character and personal traits fitted him exceptionally well for the role he was destined to assume. He cannot escape the accolade of fame and greatness that history will accord him.

In our struggle for freedom and independence, his was the voice that rallied us to the cause. During the darkest hours of our national life, his unwavering courage gave us fresh hopes and renewed life. He was the beacon light in the torturous road to freedom. Today I wish to draw the attention of my countrymen to the colorful and brilliant career of Manuel L. Quezon in the service of the motherland and invite them to rededicate themselves to the noble and inspiring principles, which he upheld in life, and lastly to emulate his example as a servant of the people and above all as a true Filipino.

EUGENIO PEREZ
*Speaker of the House of
Representatives*



HON. EUGENIO PEREZ
Speaker of the House of Representatives

Message

As we commemorate the 70th birthday anniversary of Manuel L. Quezon, we come to remember him not only in his glory as President of the Commonwealth of the Philippines but in his greatness as a lawyer for having advocated and won the greatest of all causes: the Philippine independence and social justice. It is only for us the living to preserve such heritage and make ourselves worthy thereof.

RICARDO PARAS
*Acting, Chief Justice
Supreme Court.*



HON. RICARDO PARAS
Acting Chief Justice of the Supreme Court

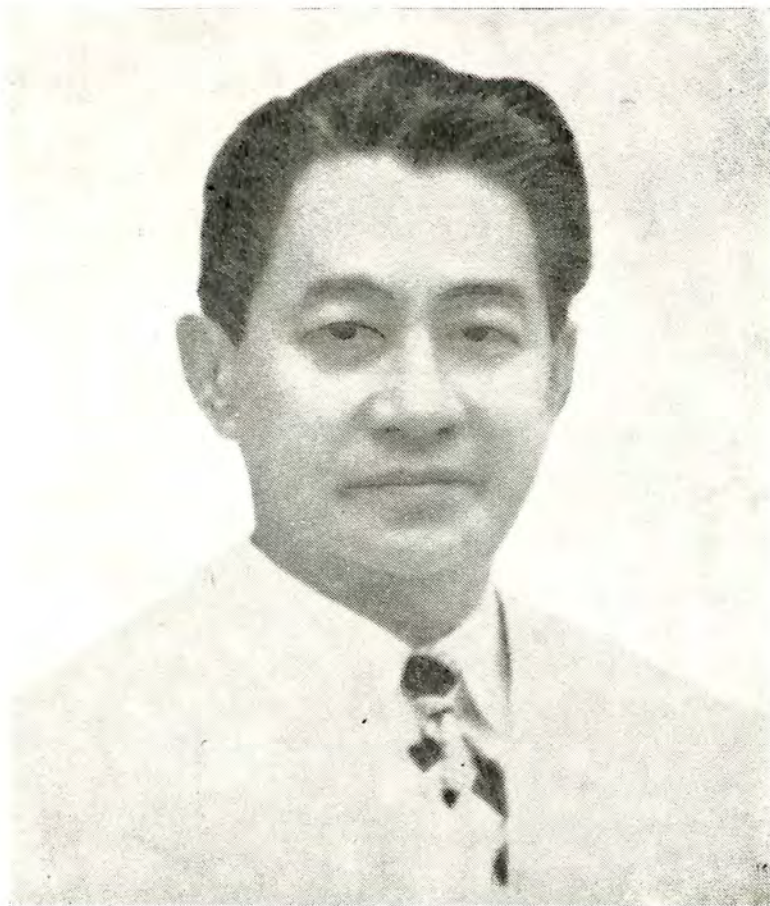
Message

I am very proud and happy to be able to send my greetings to the people of Quezon City on the occasion of the birthday anniversary of that illustrious leader and statesman, Manuel Luis Quezon.

It is hard to find another man in any country or age who served his people so well and so long as did this great man who dedicated his life entirely to the liberation of his people.

His name will forever be an inspiration to us. We can only be worthy of him by dedicating our own energies to the preservation of those principles for which he fought continuously to the day of his death—liberty, equality and justice.

JOSE C. ZULUETA
Secretary of the Interior



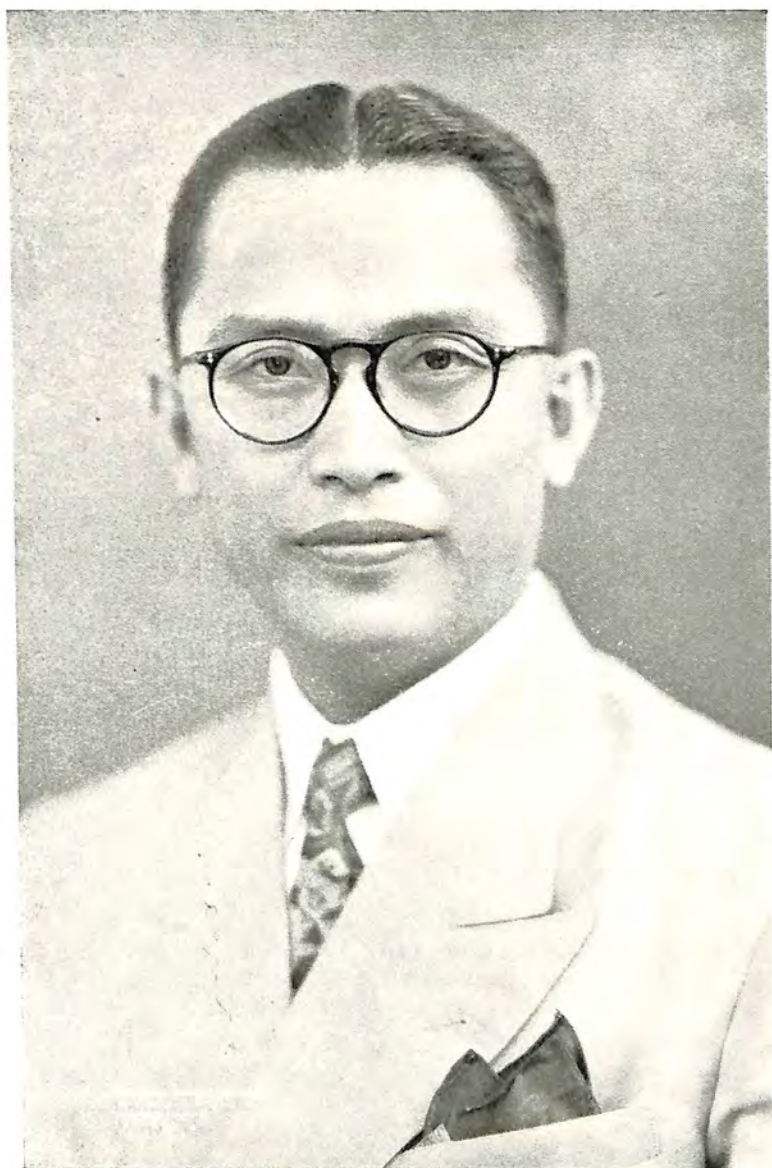
HON. JOSE ZULUETA
Secretary of Interior

Message

Seventy years ago, to-day, our beloved late President Manuel L. Quezon was born. In paying him tribute on his birthday anniversary, his shining courage, devotion, and sacrifices to his country's cause come to our mind. He died to gloriously live in our memory and for posterity not to be erased by the element of time. Ambassador Carlos P. Romulo, fittingly said: "As the years recede, Quezon rises to his full stature and takes his place alongside Rizal, Bonifacio, Mabini and other national heroes. Like them, he fought and died that his people might live in honor and dignity among free nations of the world. Like them, he bequeathed a priceless heritage of courage, vision and devotion to duty."

This generation and the generations to come are fortunate to have as their guiding star the shining examples set by our beloved late President Manuel L. Quezon's services to his country. In paying him tribute, let us strive to live and die, if necessary, for the ideals for which he gave his life, and in this way we can show that we are truly grateful for his heroic service in the cause of his people's emancipation.

I. SANTOS DIAZ
Congressman
First District of Rizal



HON. IGNACIO SANTOS-DIAZ
Congressman
First District of Rizal

Message

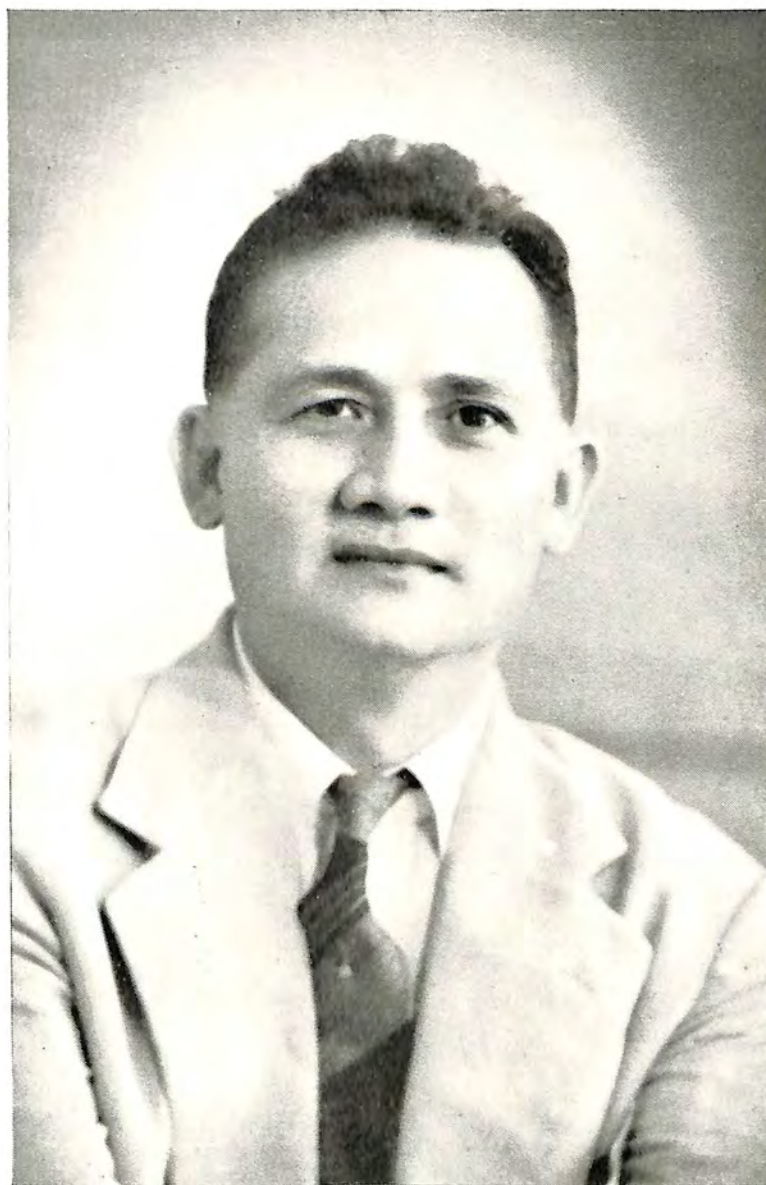
Quezon City has been made, by law of the land, the capital of the Philippines since July 17, 1948 at 11:15 a.m. Thus is realized the historic dream and fervent wishes of the great man and visionary Manuel L. Quezon. Were he living today, he would have been very proud that the men he left behind had confirmed his vision. He would have been very happy.

I want to thank the members of Congress and their leaders; the Committee on the selection of the Capital Site; and the President of the Philippines, Elpidio Quirino, for having brought this to pass.

I wish especially to thank His Excellency President Quirino because it was due mostly to him that the bill naming Quezon City the Capital City was passed. By his own admission President Quirino knew the wishes and the dreams of the man who did so much for his career. Quezon City was primarily born because of the typical Quezon love for the common tao, his wish that they be attended to by the government, with the aim in view to do the most good for the needy.

President Quezon was the champion of social justice. His was always the avowed mission to protect the rights of the common man and ameliorate his social condition. It is a happy coincidence for Quezon City in particular and the country in general, that the present President is a man of that same metier. It is as though two great men shook hands across the void, over the fulfillment of a worthy dream.

P. A. BERNARDO
*City Mayor
Quezon City*



HON. PONCIANO A. BERNARDO
Mayor of Quezon City

MEMBERS OF THE CITY COUNCIL



HON. GREGORIO ROXAS
Vice-Mayor, Quezon City



DR. LEON C. MALUBAY
Councilor



HON. RAMON VICENCIO
Councilor



HON. HIPOLITO LOPEZ
Councilor

THE CAPITAL CITY BILL

AN ACT TO ESTABLISH THE CAPITAL OF THE PHILIPPINES AND THE PERMANENT SEAT OF THE NATIONAL GOVERNMENT, TO CREATE A CAPITAL CITY PLANNING COMMISSION, TO APPROPRIATE FUNDS FOR THE ACQUISITION OF PRIVATE ESTATES WITHIN THE BOUNDARY LIMITS OF SAID CITY, AND TO AUTHORIZE THE ISSUANCE OF BONDS OF THE NATIONAL GOVERNMENT FOR THE ACQUISITION OF PRIVATE ESTATES, FOR THE SUBDIVISION THEREOF, AND FOR THE CONSTRUCTION OF STREETS, BRIDGES, WATERWORKS, SEWERAGE AND OTHER MUNICIPAL IMPROVEMENTS IN THE CAPITAL CITY.

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled.

SECTION 1. Section two of Commonwealth Act Numbered Five hundred two, as amended, is hereby further amended to read as follows:

"SEC. 2. *Powers.*—The territory within the boundaries described in the next succeeding section is to be known as QUEZON CITY which shall be the CAPITAL of the Philippines and the permanent seat of the national government;

"SEC. 3. *Boundaries.*—The boundaries and limits of the territory of said city, containing the total areas of fifteen thousand six hundred sixty hectares, more or less, are established and prescribed.

SEC. 3. There is hereby created and established a Capital City Planning Commission composed of seven Members three of whom shall not be government officials to be appointed by the President of the Philippines with the consent of the Commission on Appointments of the Congress of the Philippines.

SEC. 7. The Capital City Planning Commission shall submit to the President within one year after its organization the master plan of the Capital City of the Philippines for his approval.

SEC. 9 The President of the Philippines is authorized to issue, in the name and behalf of the Republic of the Philippines, bonds in an amount of twenty million pesos, the proceeds of which shall be used as a revolving fund for the acquisition of private estates, the subdivision of the area, and the construction of streets, bridges, waterworks, sewerage and other municipal improvements in the Capital City of the Philippines.

SEC. 12. The Capital City Planning Commission shall have the supervision of all the work to be done and improvements to be made with the proceeds of the sale of the bonds authorized by this Act.

SEC. 13. All acts and executive orders or regulations or parts thereof, inconsistent with the provisions of this Act, are hereby repealed.

SEC. 14. This Act shall take effect upon its approval

Approved,

Finally passed by the Senate on June 26, 1948.

This Act, which originated in the House of Representatives, was finally passed by the same on June 25, 1948.

Approved and Signed by His Excellency, the President of the Philippines, Elpidio Quirino.



On July 17, 1948, at 11:15 in the morning, His Excellency President Elpidio Quirino signed the bill making Quezon City the Capital City of the Philippines. He signed said bill in the Council of State Room in the Malacañan, in the presence of members of the Council of State, members of the capital site committee, the group of technical men who assisted in the planning of the capitol and the city itself and officials of Quezon City.

The Building of Quezon City

By PONCIANO A. BERNARDO

From the original Barrio Obrero Plan of President Quezon grew the vision of a great capital city with wide, straight boulevards criss-crossing the beautiful rolling country, with magnificent buildings and parks—a city truly comparable to the world's best.

IT IS SAID that God made the country and man made the town.

A city represents the living essence of each era, as if all the unconscious combined will of a whole race, all its culture, its sentiments, its aspirations and even its own thoughts and religions had been converted into a fiery molten concentrate and poured into the city structure—into its temples, its cathedrals, its monuments, its arts and sciences, and into all the massive and beautiful expressions of its God-made spirit destined to last for all eternity!

We know this to be true for we have seen ancient Babylon, Tyre, Athens, Rome, and having read the stories of these cities, we have learned ancient and medieval history at the time. The glory of the "Golden Age" was the story of Athens; the history of the Roman Empire and the story of the "City on the Seven Hills" were one; ancient history is partly ancient Babylon.

Because Manuel L. Quezon knew these better than most of us did, Quezon City was born!

But let me start from the beginning. How was Quezon City conceived?

The idea of building a new city was born out of President Quezon's Social Justice program.

The President was looking for an ideal site for his "Barrio Obrero". At that time, many resolutions were brought forward but the President was not satisfied with any of them.

Then, one morning at a breakfast table in Manila, shortly after, it was suggested by Don Alejandro Roces to the President. "Why not buy a large plot of land on the outskirts of Manila, where the land is cheap, and build a lot of low priced homes on it?"

The Diliman Estate, comprising some 1600 hectares of a rolling hilly region back of Manila, was purchased by the government at five centavos a square meter. The People's Homesite Corporation, now a flourishing enterprise, was formed on October 18, 1938.

Once started, the President dedicated his efforts to the realization of his pet project. He made frequent personal inspections with Don Alejandro Roces of the People's Homesite, and directed important activities in its development.

It was during one of these inspections that the President, quick in observation as usual, was impressed with the beauty and desirability of the open country at the outskirts of over-crowded Manila. Right then and there, seeing a high point on the northeastern part of Diliman, he singled it out as the site of a future Philippine capitol.

The first seed germinated there, soon to culminate in the approval of the charter of Quezon City by the National Assembly as Act No. 502, on October 12, 1939. The 1600 hectares of the Diliman Estate was expanded to embrace the new

Cubao, San Francisco del Monte, Diliman and University Districts comprising an area of 7335 hectares, with over one-third of its area owned by the government.

* * *

AS WE have seen, the President brainchild outgrew even its original purpose. From the admirable idea of providing the working man with a decent place to live in, sprang the more ambitious plan to build a "model city" destined to become the future capital of the Philippines—a city modern in every respect, beautiful and expressive of the national traditions, sentiments and aspirations, providing an ideal location for the national government as well as affording space, not only for a model community for the working classes but also for people of all ranks. Thus the plan for a workingman's barrio grew into a city!

The tremendous significance and far-reaching importance of the creation of Quezon City is not only justified but merits the gratitude of the whole country as it fulfills one of its greatest needs—the need for a model and modern capital for reasons of public health and sanitation, of public safety and even for reasons of beauty. Quezon City answered every specified city need. For historical significance, Quezon City is even hallowed by the blood of heroes. Here, in Balintawak in 1896 Andres Bonifacio sounded the first cry for freedom. Today's Quezon City residents are descended from those brave men who were Bonifacio's followers.

THE PLAN OF QUEZON

The Master City Plan of Quezon prepared by Mr. Harry T. Frost, consulting architect of the Commonwealth, is quoted hereunder:

"Quezon City, unlike Washington and the more recent Canberra of Australia, is an integral part of a great metropolitan district. When its boundaries adjoining the City of Manila were determined, 40,000 people already lived within its limits, in an assortment of barrios and suburbs. At least a half dozen well defined but isolated communities were expanding rapidly and in an unrelated haphazard fashion.

"The farsighted purchase by the Government of a third of the land that was to be Quezon City, and the incorporation within its boundaries of other large undeveloped tracts has made possible the coordination into a broad unified plan of practically the only remaining residence properties near Manila that are susceptible of development on a large scale.

"A Preamble: A CATHEDRAL DECLARATION OF THE PURPOSES OF THE NEW CAPITAL CITY OF THE PHILIPPINES, A PREAMBLE TO THE LITERAL LAW THAT WILL GUIDE IT TO MATURITY, AN EXPRESSION OF ASPIRATIONS THAT CANNOT BE WRITTEN INTO RULES LAID DOWN TO CONTROL THE

BUILDING OF THE NEW CITY—THIS, IF IT CAN BE STAGED IN CONCISE TERMS, IS PROPOSED. IT WILL BE A SKETCH OF THE BASIC PLAN, A VIGNETTE OF THE MOTIVES BEHIND IT. WITH THIS IN MIND THE ESSENTIAL ELEMENTS OF THE PLAN OF QUEZON CITY AND THE PRINCIPLES UPON WHICH THEY ARE FOUNDED ARE HERETOUCHED UPON.

"Public Lands: The first objective in the planning of Quezon City is to set aside public lands for the future needs of the Community as a whole. To anticipate the Land requirements of the new Capital for schools, parks and public buildings, not less than enough space, or even just enough, but more than enough according to present day standards should be reserved.

"The second objective is to retard the exploitation of the people by those who would gain control of public lands. No power to thwart unearned private gain from increase in land value on a large scale can be greater than that which rests in the retention of title in government lands. And whether or not slums thrive upon such exploitation, it is certain that the opportunity to prevent them is greater during public ownership than under private control of the lands.

"To build Quezon City as modern culture dictates, subdividers must learn to think of land in terms of people. There should never be need to buy land from private owners in Quezon City for roads, schools and playgrounds.

"Diliman: The heart of the Capital City is the original Diliman Estate. Adjoining Diliman lies the new campus of the University of the Philippines. Diliman contains about 1600 hectares and the campus nearly 500; over 2000 hectares in all, 7 kilometers long and 6 kilometers wide... Diliman will be the seat of the government.

The greater part of Diliman will be residential. The property along the sides of the Executive and Supreme Court Halls should become the diplomatic and official center of the metropolitan area. There will be other communities in Diliman for the comfortable housing of the people in all walks of life. But the sections for housing the poor will require the greatest care.

"Low Rental Homes: Housing for workingmen must be substantial and sanitary. The economies in planning for low rental homes begin with the street layout. To utilize the natural drainage, they are sloped to the center to insure positive and rapid drainage. Cost-saving feature is the omission of unnecessary streets. By locating streets on ground that is lower than the level of the building lots, by exercising great care to adapt natural drainage, money and land will be conserved.

"Subsidy: for without it the workingman's village will fall below accepted standards.

"Adobe stone is found in abundance in this district. By designing houses with party walls of this material, and by taking advantage of sloping sites, attractive low-cost houses can be designed having floor levels suited to the ground, with the minimum of leveling. There is opportunity in Quezon City and especially in Diliman, for the architect who is in sympathy with the use of local materials and the economic problems inherent in building workingmen's communities.

"Group Housing: Group housing requires the minimum of street area and construction, promotes safety and conserves land.

"Arterial Roads: For Diliman, for the other areas owned by the government and for the entire city which includes large undivided estates, a network of main streets has been laid out to meet the broad needs of traffic. Regarded as an essential part of the arterial road program will be the planting and care of shade trees.

"Local Streets: The properties to be subdivided by private owners as well as by the Government will be made accessible to the Arterial Roads by local streets. Local streets should be treated as purely accessory to home building.

"Water Courses: The natural drainage of the land is ideal. But the natural drainage must be safeguarded.

"Parks: This means space for public recreations. One hectare of park for each 2500 people has been used as a general guide or rule-of-thumb to determine the extent of the park system.

"But large parks for the occasional use of all the people, will be developed on sites that have natural beauty. Parks in this class will include strips along waterways, where many scenic retreats are suitable for sports and picnics. There will be available to the people of Quezon City for recreation within its boundaries a gross total of about 1500 hectares.

"Schools and Playgrounds: School sites are situated where they will best serve the purpose. It is regarded as the duty of the subdividers of private property to donate land for these purposes, consistent with the areas subdivided and with the number of families that it is anticipated will be housed thereon. One hectare is needed for schools and public recreations for each twenty hectares of land to be subdivided.

"Zoning and Commerce: Quezon City primarily is a residential city. It is believed that the commerce and industry of the metropolitan district, the work shop and the market place will remain in Manila. This will simplify the building of the Capital City.

"Business centers have been planned, the essential provisions for traffic have been made. There should be no retail business on narrow streets.

"The use of all private property in Quezon City will be regulated by a municipal code.

"But regulations will not make a fine city; nor will a good plan. If the spirit of the undertaking is grasped by the people who will have a part in its growth, then the new Capital under the guidance of the plan will be a beautiful city.

The above described Master City Plan of Quezon City has provided for all natural and artificial features which will make the city distinctive, beautiful and outstanding. In this plan the natural topography of Quezon City has been taken into account, utilizing natural beauty to advantage.

The following national and city buildings and other activities have been allotted sites in Quezon City: the Congress, the different departments and offices to be housed, also the Capital (not yet definitely decided), the Supreme Court, the Library of Congress, National Archives, the Executive Mansion and offices, Quezon City Hall and offices, National and City cemeteries, Philippine Military Academy, University of the Philippines, all city hospitals, schools, markets, parks and playground, churches, the National Arch and the Philippine Exposition. Aside from public buildings and

(Continued on page 46)



The members of the Capital City Planning Commission take their oath of office before His Excellency the President, in the State Council Room at Malacañan on July 27, 1948.



On July 17, 1948, when the President signed the Capital City Bill, the officials of Quezon City presented him with a pen with which to sign the document. The same pen was later used by the President to sign the individual appointments of the members of the Capital City Planning Commission. The pen was suitably engraved, and is here shown being presented by Honorable Ponciano A. Bernardo, Mayor of Quezon City, to his Excellency President Elpidio Quirino.

August 14, 1948

8:00 P.M. Candidates' Ball, Quezon City Skating Rink
Music by Philippine Constabulary Orchestra
Admission in the amphitheatre free

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August 18, 1948

RADIO BROADCASTS
KZPI—6:30-7:00 P.M.

Speech Judge Sixto de la Costa
Song Elena Olaquivel
Speech Under-Secretary Marciano Roque
Piano Selection Dominic, Studio Artist
Speech Secretary Ricardo Nepomuceno
Toastmaster: Atty. Jose Gamboa

KZFM—9:00-9:30 P.M.

Speech Mayor Ponciano A. Bernardo
Song Prof. Mercedes Matias-Santiago
1. None But The Lonely Heart — Tchaikowski
2. Regnava nel Silenzio — Opera Lucia — Donizetti
Piano accompaniment by Prof. J. E. Anguita
Speech Secretary Emilio Abello
Piano Selection Prof. Julio Esteban Anguita
"Andalucia" by Lecuona
Speech Speaker Eugenio Perez

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August 19, 1948

KZRH—8:00-8:30 P.M.

Sponsored by the Sampaguita Pictures
Dedicated to the late President Manuel L. Quezon

August 19

MORNING

- 6:00—Motorized Band Parade through streets of Quezon City.
- 6:30—Masses in all the churches of Quezon City
- 7:00—Participants in parade will assemble at their designated places of formation (see back of program)
- 8:45—Arrival at the Grandstand of the Guest of Honor, His Excellency the President of the Philippines
- 8:46—Start of the Parade
- 10:45—Offerings at the temporary Quezon Monument, erected for the occasion
- (a) Bugle Call
Combined Bugle Corps of Assumption Convent and Loretto Academy GSP Troops
 - (b) Laying of wreaths at the foot of Quezon Monument
 - (c) One minute of silent prayer (to be announced by bugle call)
- 11:00—Citation of Miss Maria Aurora Quezon
Mrs. Concepcion Gil, GSP National Executive will read the citation
Mrs. Bienvenido M. Gonzales, GSP National Commissioner will pin the GSP thanks-badge on Miss Quezon
- 11:10—Opening remarks by His Honor, P. A. Bernardo, Mayor of Quezon City.
- 11:15—Introduction of the Guest of Honor by Hon. Jose C. Zulueta, Secretary of the Interior.
- 11:20—Address by His Excellency, President Elpidio Quirino
- 12:00—Tree Planting:
- PRESIDENTS' Tree:
Pres. Elpidio Quirino and
Mrs. Aurora A. Quezon
 - CONGRESS' Tree:
Senate Pres. Jose Avelino and
Speaker Eugenio Perez
 - Assistant Executive Secretary Hon. Nicanor Roxas
Master of Ceremonies

AFTERNOON

- 2:00—Motorized Band Parade
- 3:30—Tennis Games, Quezon City Hall Courts
- 4:30—Skating Races at Quezon City Skating Rink
- 7:00—Fireworks at Proposed Zoo
- 8:00—Coronation Ball, Quezon City Skating Rink
- Music by CAMP MURPHY BAND under Maj. L. N. Cariño AFP

ORDER OF THE PARADE

I. MILITARY PARTICIPATION

1. Motorcycle Escort Manila Police Department
2. Grand Marshal Col. M. S. Torralba
3. Philippine Naval Patrol Detachment
4. U. S. Army..... Maj. Victor Strom
57th Infantry Band (PS) (Troop Commander)
Composite Battalion (PS)
5. Philippine Constabulary..... Maj. Leopoldo Niviera
PC Band (Troop Commander)
PC Battalion
6. Armed Forces of the
Philippines Maj Magtangol N. Hernandez
2nd Army Band (Troop Commander)
1st Composite Battalion
7. ROTC Units Cadet Lt Col Augusto Acosymo
FEU Band (Troop Commander)
FEU Battalion
FEU Battery

(PAF will stage aerial review during the parade.)

II. CIVIC PARTICIPATION

1. Motorcycles..... Philippine Motorcycle Association
2. Grand Marshal Maj Gen Basilio J. Valdez PA (Ret)
3. Vice-Grand Marshal..... Maj Gen Guillermo Francisco (Ret)
3. Executive Committee
4. Manila Police Department
5. G S P
6. District Beauties
7. B S P
8. Schools
9. Government Offices
10. Labor Organizations
11. Commercial Enterprises

III. FLOATS AND DECORATED CARS

1. P R A T R A
2. Bureau of Fisheries
3. City of Manila, Dep't of Engineering and Public Works
4. Philippine Tuberculosis Society
5. Philippine National Red Cross
6. District of Galas
7. District of Murphy
8. Cubao Heights
9. Cubao Parent-Teacher Association
10. University of Santo Tomas
11. San Miguel Brewery
12. The Shell Company of P. I., Ltd.
13. R C A Communications
14. Philippine Tiles
15. Gala Fashion Academy
16. Inter Island Gas Service
17. Chinese General Hospital
18. Movie Producers Association

PARTICIPANTS will assemble at 7:00 a.m. at their designated places
(See back of Program)



Mr. Alfredo Egea
Executive Committee

Committee Chairmen

•



Mrs. Estrella Alfon Rivera
Publicity Committee
Secretary, Executive Committee



MR. CONRADO HERNANDEZ
Finance

Committee Chairmen

•



MR. PET I. VALLEJO
Program and Invitation



FISCAL JOSE F. FERNANDEZ
Candidates' Ball



MR. PEDRO AFABLE
Grandstand



DR. PETRONIO G. MONSOD
Health and Sanitation

Committee Chairmen



MR. EXEQUIEL VILLACORTA
Boy Scouts Participation



MRS. BIENVENIDO M. GONZALES
Girl Scouts Participation



MAJ. GEN. RAFAEL JALANDONI
Military Participation



DR. FAUSTINO TURLA
Coronation Ball



MAJ. CRISANTO ALBA
Peace and Order



Asst. City Atty. Cecilia Muñoz-Palma
Prizes

Committee Chairmen

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MR. MANUEL G. ZAMORA
Chairman, PROTOCOL



MAJ. LAUREANO G. CARIÑO AFP
Music



ATTY. JOSE GENEROSO
Entertainment



MR. SERVILLANO DUNGLAO
Games

HON. P. A. BERNARDO

Mayor, Quezon City

General Chairman

EXECUTIVE COMMITTEE

Mr. Alfredo Egea

Chairman

MEMBERS

| | |
|----------------------------|-----------------------------|
| Hon. Gregorio Roxas | Major Gen. Rafael Jalandoni |
| Hon. Leon C. Malubay | Mrs. Bienvenido M. Gonzales |
| Hon. Ramon Vicencio | Mr. Pedro Afable |
| Mr. Conrado Hernandez | Mrs. Cecilia Muñoz Palma |
| Mr. Pet Vallejo | Atty. Jose Generoso |
| Mr. Manuel G. Zamora | Mr. Exequiel Villacorta |
| Dr. Petronio G. Monsod | Mr. Servillano Dunglao |
| Maj. Crisanto Alba | Dr. Faustino Turla |
| Mrs. Estrella Alfon Rivera | Maj. Laureano Cariño |
| Fiscal Jose F. Fernandez | |

COMMITTEE ON GOVERNMENT PARTICIPATION

Hon. Gregorio Roxas

Chairman

MEMBERS

| | |
|---------------------------|--------------------------|
| Mr. Nicolas Reyes | Mr. Vicente Tolentino |
| Mr. Faustino Aurigue | Mr. Eugenio Castillo |
| Mr. Ignacio Juanson | Mr. Igmedio Marquez |
| Mr. Vicente Samson | Mr. Jose Cruz |
| Mr. Lucio Cruz | Mr. Fortunato Alejandro |
| Mr. Marcelino Tiburcio | Mr. Macario Avencaño |
| Mr. Margarito Torralba | Mr. Geronimo Santiago |
| Mr. Alipio San Mateo | Mr. Eugenio Generoso |
| Mr. Bernabe Cadanas | Mr. Alpidio Umali |
| Mr. Leoncio Cruz | Mr. Lucio Tamundong |
| Mr. Antonio Sta. Ines | Mr. Beato Leandro |
| Mr. Hipolito Yamson | Mr. Marcial Gatchalian |
| Mr. Antonio Pilapil | Mr. Ricardo Sotolombo |
| Mr. Luis R. Silanghio | Mr. Jose Alcantara |
| Mr. Marciano Villanueva | Mr. Liberato Melgarejo |
| Mr. Bonifacio Carado | Mr. Juan Asesor |
| Mr. Leoncio Samano | Mr. Feliciano de la Cruz |
| Mr. Demetrio Marcelo, Jr. | Mr. Graciano Historia |

COMMITTEE ON FINANCE

Mr. Conrado Hernandez

Chairman

MEMBERS

| | |
|------------------|-----------------------|
| Mr. Pet Vallejo | Mr. Francisco Quintos |
| Mr. Jose Padilla | Mr. Alberto Leones |

COMMITTEE ON PARADE

Hon. Leon C. Malubay
Chairman

MEMBERS

Maj. Crisanto Alba
Capt. Escolastico Luz

Mr. Francisco Quintos
Mr. Paterno Fortuna

COMMITTEE ON PROGRAM & INVITATION

Mr. Pet L. Vallejo
Chairman

MEMBERS

Mrs. Estrella Alfon Rivera
Mr. Servillano Dunglao

Dr. Petronio G. Monsod
Atty. Jose Padilla

COMMITTEE ON FIREWORKS

Hon. Ramon Vicencio
Chairman

MEMBERS

Hon. Gregorio Roxas

Mr. Arturo Miranda

COMMITTEE ON MUSIC

Maj. Laureano G. Cariño AFP
Chairman

MEMBERS

Lt. Jose M. Campaña PC

Lt. Levy M. Cariño AFP

COMMITTEE ON MILITARY PARTICIPATION

Major General Rafael Jalandoni
Chairman

MEMBERS

Col. Margarito Torralba
Lt. Col. Jose Gonzales

Lt. Col. Diosdado Rodriguez
Lt. Col. Manuel Q. Salientes
Major Jonas Victoria

COMMITTEE ON GIRL SCOUTS PARTICIPATION

Mrs. Bienvenido M. Gonzales
Chairman

MEMBERS

Mrs. Concepcion M. Gil
Mrs. Angelina C. Almanzor

Miss Mariquita S. Castelo
Mrs. Rosita S. Peña

COMMITTEE ON BOY SCOUTS PARTICIPATION

Mr. Exequiel Villacorta

Chairman

MEMBERS

Mr. Gil Umali

Mr. Moises P. Rulloña

Mr. Venancio Trinidad

Mr. Marciano Alcíd

Mr. Gregorio M. Felipe

Mr. Dominador Gallardo

Mr. Guillermo R. Padolina

Capt. Eulogio M. Dua

COMMITTEE ON GRANDSTAND

Mr. Pedro Afable

Chairman

MEMBERS

Mr. Ceceron Guerrero

Mr. Pantaleon P. Tabora

Dr. Josefina San Jose

Dr. Remedios A. Estrada

Mr. Oscar M. Santos

Mr. Hernando Castelo

COMMITTEE ON CANDIDATES' BALL

Fiscal J. F. Fernandez

Chairman

MEMBERS

Fiscal Julian A. Lustre

Mrs. Juliano G. Tactacan

COMMITTEE ON CORONATION BALL

Dr. Faustino Turla

Chairman

MEMBERS

Mrs. Felimon Cosío

Mrs. Jose Gamboa

Mrs. Robles

Mrs. Feliza de la Paz

Mrs. Claro Piñga

Mrs. Jesus de la Santa

Mrs. Glicerio Elayda

Mrs. Luis del Rosario

Mrs. Fred Schaer

Mrs. Amando Calleja

Mrs. Antonino Pilapil

Miss Nely Rafols

COMMITTEE ON GAMES

Mr. Serviliano Dunglao

Chairman

MEMBERS

Mr. Teofilo de Guzman

Mr. Quintin Pantaleon

Mr. Demetrio de la Paz

Mr. Isidro Tadena

Mr. Inocencio Lazaro

Mr. Jose Teodoro

COMMITTEE ON HEALTH & SANITATION

Dr. Petronio G. Monsod

Chairman

MEMBERS

Dr. Homero Angelo

Dr. Lorenzo Yuson

Dr. Nemesio Domantay

Dr. Bayani Macapagal

Dr. Remedios A. Estrada

Dr. Consuelo Villarosa

Dr. Gregorio Felipe

COMMITTEE ON PEACE & ORDER

Maj. Crisanto Alba

Chairman

MEMBERS

| | |
|----------------------|-------------------------|
| Capt. E. M. Luz | Lt. V. I. Talusan |
| Sgt. T. M. de Guzman | Sgt. V. T. de los Reyes |
| Sgt. R. C. Paruñgao | Sgt. J. M. Vera |
| Sgt. A. R. Arquiza | Sgt. A. S. Malixi |
| Sgt. M. R. Samson | Sgt. C. S. Quiros |
| Sgt. F. O. Guerra | Sgt. E. A. Roxas |

Sgt. M. V. Montes

COMMITTEE ON PROTOCOL

Mr. Manuel G. Zamora

Chairman

MEMBERS

| | |
|----------------------------|------------------------|
| Mr. Antonio Arroyo | Mr. Jose A. Balquiedra |
| Mrs. Estrella Alfon Rivera | |

COMMITTEE ON ENTERTAINMENT

Mr. Jose P. Generoso

Chairman

MEMBERS

| | |
|----------------------|---------------------|
| Mr. Nemesio Caravana | Mr. Jose Cris Sotto |
| Mr. Bayani Casimiro | Mr. Jose Climaco |

COMMITTEE ON PRIZES

Mrs. Cecilia Muñoz Palma

Chairman

MEMBERS

| | |
|------------------------|----------------------|
| Miss Maria Cuvin | Miss Zenaida Ramirez |
| Miss Catalina Bernardo | Miss Remedios Eguia |
| Miss Luz G. Palattao | Miss Angelita Santos |

COMMITTEE ON PUBLICITY

Mrs. Estrella Alfon Rivera

Chairman

MEMBERS

| | |
|-------------------------------|----------------------|
| Mrs. Virtudes Guinto-Gallegos | Miss Carmen Perez |
| Mrs. Cita Trinidad | Miss Fanny Sta. Cruz |

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Board of Judges

| | |
|------------------------------------|----------------------------|
| Military Participation | Hon. Sec. Ruperto Kangleon |
| Civic Participation..... | Judge Sixto de la Costa |
| District Beauty Participation..... | Judge Oscar Castelo |
| Schools Participation..... | Mr. Esteban Abada |
| Labor Participation..... | Hon. Jose Figueras |
| Coronation Ball Dance Contest..... | Fiscal Jose Fernandez |
| Floats..... | Atty. Jose Bagtas |
| Games..... | Mr. Onofre Tiangco |

Candidates for Miss Quezon City

DISTRICT BEAUTIES PARTICIPATION



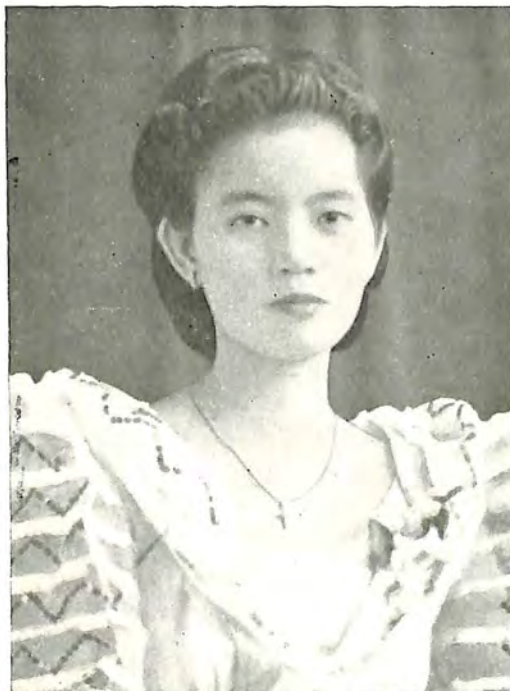
PURITA MATIAS
Miss La Loma



FERMINA DEL VALLE
Miss Santol-Zapote



MARINA CRUZ
Miss Capitol Site



ZOILA STA. INES
Miss Cruz na Ligas



ERLINDA CUYA
Miss Galas



MARIA RAMOTE
Miss Culiati



MARIA LUISA ZUMEL
Miss Camp Murphy



RUTH COCKERHAM
Miss Sociego



NENITA KALAKAS
Miss Tatalon



BENNY VASQUEZ
Miss San Jose



LEILA BENITEZ
Miss Cubao



HERMINIA R. PAULORINO
Miss Santol - Looban



MEDY SAN AGUSTIN
Miss Kamuning



RUTH IRWIN
Miss San Francisco del Monte



MELIE MARCELO
Miss Malamig



ASUNCION KALALANG
Miss San Francisco del Monte
(Bodega)

Directory of Personnel Quezon City

OFFICE OF THE MAYOR

| | |
|---|--|
| <p>HON. P. A. BERNARDO, City Mayor Alfredo Egea, Asst. to the Mayor Estrella Alfon Rivera, Private Secretary Arturo Miranda, Sr., Secretary to the Mayor Dr. Lorenzo Yuzon, City Physician Jose G. Marceles, Administrative Officer Felicidad A. Peralta, Clerk-typist Hilario Nebril, Chauffeur-Special Agent Demetrio Marcelo, Special Detective Merardo Nepomuceno, Special Detective Marcelo Cabalquinto, Detective Melecio Nadoña, Detective Lorenzo Samano, Detective Marcos Maralit, Detective Lorenzo Gonzales, Detective Pedro Austria, Detective Euterio Gonzales, Detective Pablo Agacer, Detective Raymundo Cruz, Detective Rolando Sison, Detective Segundino Gelera, Detective Cornelio Domingo, Laborer Jaime Topacio, Janitor-Messenger Adriano Roxas, Detective</p> | <p>4 Mataba Road, Cubao, Quezon City 69 Nevada, Cubao, Quezon City 241 Pureza, Santa Mesa Cor. Louisiana & New Orleans, Q. City 15 Unang Hakbang, Galas, Quezon City 7 Rosal Rd., Cubao, Quezon City 92-A Palmera, Sampaloc, Manila 4 Mataba Road, Cubao, Quezon City 1429 Iriga, La Loma, Quezon City Marikina, Rizal Malamig, Quezon City La Loma, Quezon City La Loma, Quezon City Kaiogin, Quezon City 348 Tatalon, Quezon City San Francisco del Monte, Quezon City Culiati, Quezon City 14 Int. Bayani, Galas, Quezon City Barrio San Jose, Quezon City 207 15th Ave., Camp Murphy, Quezon City 535 G. Tuazon, Sampaloc, Manila Barranca, Quezon City 5-A Makiling, Cubao, Quezon City Barrio San Jose, Quezon City</p> |
|---|--|

OFFICE OF THE CITY SECRETARY

| | |
|---|---|
| <p>ATTY. JOSE PADILLA, City Secretary Paterno Y. Fortuna, Chief Clerk Gregorio Turiano, Stenographer Maria Cavin, Clerk (Records) Dominador Salvador, Clerk</p> | <p>515 Montana, Sampaloc, Manila 45 Kamuning Rd., Kamuning, Quezon City 9 Bulusan St., Quezon City 456 Paquita, Sampaloc, Manila 50 K-2nd Kamuning, Quezon City</p> |
|---|---|

OFFICE OF THE CITY AUDITOR

| | |
|---|--|
| <p>MR. PET. I. VALLEJO, City Auditor Mena M. Caparros, Chief Clerk Epifanio Ramos, Clerk Domingo Salcedo, Clerk Florentino A. Villar, Clerk Felix Z. Raquid, Clerk Saturnino Villaranda, Janitor-Messenger Serapio Calip, Checker Angel Malaya, Checker</p> | <p>7 Mataba Road, Cubao, Quezon City 1654 Lavandero, Sampaloc, Manila 373 Amalanhagui, Tondo, Manila Beside Quezon City Hall 163 K-3rd Kamuning, Quezon City 391 Opalo, San Andres Sub., Manila 1929 Gral. Geronimo, Sampaloc, Manila 24-A Espana, Manila</p> |
|---|--|

OFFICE OF THE CITY TREASURER

| | |
|--|---|
| <p>MR. CONRADO HERNANDEZ, City Treasurer & Assessor Francisco A. Quintos, Asst. City Treasurer Alberto Leones, Administrative Deputy German Manikis, Corr. & Records Clerk Lunaila Mamaril, Stenographer Zosimo Agustin, Janitor-Messenger Aisenio Trajano, Cashier and Deputy Prudencia Medina, Paymaster & Disb. Officer Marcelo Santos, Bookkeeper Francisco Baza, Asst. Bookkeeper Hernando Castelo, Property Clerk Amado Labrador, Asst. Property Clerk Pedro S. Bolano, Chief, Taxes & Licenses Silverio Cruz, License Inspector Jose Aragon, Coll. Permits & Licenses Andres Querijero, Coll. Int. Revenue Gaudencio Maliwat, Coll. Real Estate Ricardo Palacio, Clerk Collector</p> | <p>24 Maria Clara, Quezon City 25 Dried Rd., Cubao, Quezon City 36 O. Pulog St., Galas, Quezon City 514 Leveriza, Rizal City 105 K-3rd Kamuning, Quezon City 27 Dried Rd., Cubao, Quezon City 57 K-5th Kamuning, Quezon City 28 K-2nd Kamuning, Quezon City 36 S. Perfecto, S. Juan, Rizal 12-D, Bayani St., Galas, Quezon City 220 Mendoza St., Quiapo, Manila 50 K-2nd Kamuning, Quezon City 25 K-3rd Kamuning, Quezon City San Mateo, Rizal South 11th St., Sampaloc Ave., Q. City 104 K-3rd Kamuning, Quezon City 42 Cristobal Rd., Cubao, Quezon City 1194 Miguelin, Sampaloc, Manila</p> |
|--|---|

Caridad Leones, Collecting Clerk
 Candido Salvatus, Clerk
 Vicente Tabaniag, Clerk typist (Civil Reg)
 Pedro M. Pera, Chief Market Collector
 Alfredo Castillo, Market Collector
 Sinfonso Castro, Market Collector
 Candido Desiderio, Market Collector
 Isabelo Remigio, Market Collector
 Armando Centeno, Laborer
 Sanchez, Mauro, Laborer
 Adan Antonio, Night Watchman
 Juan Manes, Watchman
 Engracio Dayap, Market Cleaner
 Modesto Eugenio, Market Cleaner
 Fortunato Gorong, Market Cleaner
 Ireneo Ocampo, Market Cleaner
 Venancio Samson, Market Cleaner
 Esperidion Pamilaran, Market Cleaner
 Manuel Belmonte, Deputy Assessor
 Severino Entienza, Chief Clerk & Deputy Asst.
 Jose Yambao, Deputy Assessor
 Atanacio Valiente, Deputy Assessor
 Sebastian Santos, Deputy Assessor
 Pedro Ortaleza, Deputy Assessor
 Leonidas Villaseñor, Records Clerk
 Remedios Eguia, Laborer
 Carmen Leonor, Laborer
 Eduviges Leones, Laborer
 Dafrosa Lim, Laborer
 Socorro Raga, Laborer
 Angelita Santos, Laborer
 Cornelia de Vera, Laborer

36 O. Pulog St., Galas, Quezon City
 31-B Sta. Mesa Blvd., Manila
 1531 M. Hizon, Manila
 16 K-4th Kamuning, Quezon City
 c/o Galas Market
 6 Cadig, La Loma, Quezon City
 45 K-4th Kamuning, Quezon City
 c/o Galas Market
 c/o Dapitan Market
 44 Marivelles
 Miami St., Cubao, Quezon City
 c/o San Francisco Market
 c/o Galas Market
 c/o Galas Market
 South Market St., Quezon City
 c/o San Francisco Market
 c/o San Francisco Market
 c/o Galas Market
 23 Santol, Galas, Quezon City
 651 Espana, Sampaloe, Manila
 938 Tayuman St., Manila
 Pasig, Rizal
 Marikina, Rizal
 18 Sta. Fe, S. Francisco, Quezon City
 Sampaloe Avenue, Quezon City
 K-1st Kamuning, Quezon City
 54 K-2nd Kamuning, Quezon City
 65 Makiling Rd., Cubao, Quezon City
 Sampaloe Avenue, Quezon City
 28 Sampaloe Avenue, Quezon City
 36 S. Perfecto, San Juan, Rizal
 K-1th Kamuning, Quezon City

OFFICE OF THE CITY ATTORNEY

ATTY. JOSE FERNANDEZ, City Atty.
 Atty. Julian E. Lustre
 Atty. Cecilia M. Palma, Asst. City Attorney
 Paciano C. Cantre, Clerk-Stenographer
 Pacifico L. Punzalan, Clerk-Stenographer
 Juliana C. Tactacan, Janitor-Messenger
 Elena T. Aquino, Laborer

1098 A. Zamora, Rizal City
 Corner South F & South 9th Sts., Q. City
 62 4th St., Santol Sub., Galas, Q. City
 97 K-3rd St., Kamuning, Q. City
 1781 M. Hizon, Manila
 Sta. Elena, Marikina, Rizal
 10 Int. Sampaloe, Ave., Quezon City

OFFICE OF THE MUNICIPAL COURT

HON. PRUDENCIO M. ENCOMIENDA,
 Mun. Judge
 L. J. Mojica, Clerk of Court
 Francisco Mansueta, Clerk Stenographer
 Rosario Villamayor, Asst. Sheriff
 Hermilo Castelo, Clerk
 Agapito Encomienda, Janitor-Messenger

1832 Kalimbas, Sta. Cruz, Manila
 1062 Consuelo, Sta. Cruz, Manila
 25 Sampaloe Ave., Quezon City
 215 M. Earnshaw, Int. 16, Sampaloe, Manila
 25 Sampaloe Avenue, Quezon City
 19 Cristobal, Cubao, Quezon City

COURT OF FIRST INSTANCE

HON. OSCAR CASTELO, Judge, 1st.
 Instance
 Benito Macrohon, Clerk of Court
 Remedios E. Evangelista, Clerk
 Jose Ma. Lerma, Stenographer
 Fortunato Aliveros, Interpreter
 Francisco Boaquina, Stenographer
 Leon Paradero, Clerk

25 Sampaloe Avenue, Quezon City
 Harvard St., Cubao, Quezon City
 Harvard St., Cubao, Quezon City
 402 Laguna, Sta. Cruz, Manila
 Cupang, Muntinlupa
 Pasig, Rizal
 1201 Int. 2, G. Tuazon, Sampaloe, Manila

OFFICE OF THE CITY HEALTH OFFICER

DR. PETRONIO G. MONSOD,
 City Health Officer
 Dr. Josefita San Jose, Dentist
 Dr. Homero C. Angelo, Medical Officer
 Manuel R. Pascua, City Veterinarian
 Irene Madria, Nurse
 Fidela Gervacio, Nurse
 Marciano Querubin, Sanitary Inspector
 Mariano Mendoza, Sanitary Inspector
 Lucia Hewe, Sanitary Inspector
 Melanio Fermin, Sanitary Inspector
 Canuto Valena, Sanitary Inspector
 Luz G. Palatta, Clerk-Stenographer
 Valentin Marquez, Clerk
 Justina E. Cajueco, Helper Dentist
 Ricardo de Roma, Janitor-Messenger
 Meliton Villanueva, Malaria-Worker
 Benito Josef, Caretaker-Cemetery
 Remedios A. Estrada, Dr., Bacteriologist
 Antonio Santos, Medical Investigator
 Julieta Villanueva, Helper

Paranaque, Rizal
 Cor. Del Monte Ave. & El Porvenir, Q. C.
 2 Gen. Wood, S. F., Quezon City
 122 Riverside, S. F., Quezon City
 3 Dagupan, San Fr., Quezon City
 81-5th St., Espana Ext., Quezon City
 140 Nagtalan, Sampaloe, Manila
 747 Int. 6, Dart, Paco, Manila
 18 San Joaquin, S. F., Quezon City
 1401 Washington, Sampaloe, Manila
 Mabini Elem. Schol, Manila
 56 Espana Ext., Quezon City
 Paranaque, Rizal
 70 Bayani, Galas, Quezon City
 917 Minesota, Cubao, Quezon City
 32 Bayani, Galas, Quezon City
 Barrangca, Quezon City
 15 Lantana, S. F., Quezon City
 Lealtad, Sampaloe, Manila
 1110 Bambang Ext., Sta. Cruz, Manila

San Francisco Health Center:

Dr. Consuelo Villarosa, Physician
Dr. Oscar L. Cosme, Dentist
Florentino K. Alhambra, Nurse
Fe Legaspi, Midwife
Martin Tabinas, Ca-Messenger

San Jose Health Center:

Juanita B. Cuaderno, Midwife
Pedro Tamayo, Ca-Messenger
Kamuning Health Center:

Dr. Artemio Ibarra, Physician
Dr. Jose de la Rosa, Dentist
Remedios Fernandez, Midwife
Victoria A. Perez, Nurse
Corazon Basilona, Nurse-Cubao
Abundio Espinoza, Care-Messenger
Urbana Maceda, Care-Messenger (Cubao)

Malamig Health Center:

Dr. Nemesio Domantay, Physician
Eufracia Santiago, Dr., Dentist
Esperanza Batooon, Nurse
Antonio Requinto, Care-Messenger

La Loma Health Center:

Presentacion Tolentino, Nurse
Carmen Sulit, Midwife
Bienvenido Marcelo, Care-Messenger

Galas Health Center:

Dr. Lorenzo Yuson, City Physician
Dr. Esperanza Manalo, Dentist
Andrea Carino, Nurse
Jose Masongsong, Care-Messenger

Santol Health Center:

Dr. Bayani Macapagal, Physician
Epifanio Calut, Care-Messenger
Maria V. de Recto, Nurse

862 Rizal Ave., Manila
Mango Road, San F., Quezon City
23 Roosevelt Ave., S. F., Quezon City

Barrio San Jose, Quezon City
1706 Barrio San Jose, Quezon City

77 K-4th Kamuning, Quezon City
58 K-1st Kamuning, Quezon City
52 K-1st Kamuning, Quezon City
49 K-2nd Kamuning, Quezon City
38 Arizona, Cubao, Quezon City
e/o Kamuning Health Center
e/o 59 Makiling, Cubao, Quezon City

22 Retiro, La Loma, Quezon City
99 Iriga, Sta. Mesa Hts., Quezon City
78 Arayat, Sta. Mesa Hts., Quezon City
842 P. Leoncio, Sampaloc, Manila

21-B Laon Laan, Sta. Mesa Hts., Q. City
A. Bonifacio, Baesa, Balintawak
1619 Labo, La Loma, Quezon City

Unang Haebang, Galas, Quezon City
39 Data, Galas, Quezon City
Tangab, Galas, Quezon City
114 Sta. Clara, Sampaloc, Manila

20 Bayani, Galas, Quezon City
52 Santol, Quezon City
Central Vvld., Quezon City

OFFICE OF THE CHIEF OF POLICE

Maj. CRISANTO V. ALBA, Chief of Police 1308 Cavite, Sta. Cruz, Manila
Capt. Escolastico M. Luz, Asst. Chief of Police 1 Roosevelt St., S. F., Quezon City
Virgilio Talusan, Sergeant 17 K-4th Kamuning, Quezon City
Alfredo Arquiza, Sergeant 11 Maryland, Cubao, Quezon City
Victor de los Reyes, Sergeant Corner Cadig & Retiro, La Loma, Q. City
Ruben C. Parungao, Sergeant (Prob) 31 Cristobal, Cubao, Quezon City
Eufracio Roxas, Sergeant (Temp) 145 A. Bonifacio St., Quezon City
Martin R. Samson, Sergeant (Temp) 301 A. Bonifacio, Balintawak, Q. City
Jose M. Vera, Sergeant 318 Del Monte Ave., Quezon City
Teofilo de Guzman, Temp. Sergeant Marikina, Rizal
Froilan Guerra, Temp. Sergeant 14 F. Acab, Caloocan, Rizal
Moises Montes, Temp. Sergeant 795 Laon Laan, Caloocan, Rizal
Conrado Quiroz, Temp. Sergeant 795 Laon Laan, Caloocan, Rizal
Isabelo Santiago, Chief Clerk 1621 Antipolo, Manila
Remedios de la Merced, Asst. Chief Clerk 406 P. Leoncio, Int. 19, Samp., Manila

OFFICE OF THE CITY ENGINEER

HON. P. A. BERNARDO, City Engineer 4 Mataba Rd., Cubao, Quezon City
Pedro G. Afable, Asst. City Engineer e/o Quezon City Hall
Ciceron A. Guerrero, Asst. City Engineer 407 Vermont St., Manila
Apolonio T. Adriano, Asst. Civil Engineer 270 San Marcelino, Manila
Pantaleon P. Taborn, Asst. Civil Engineer 2255 J. Juan, Tondo, Manila
Remigio A. Contemplacion, Asst. Civil Engineer 96 K-2nd Kamuning, Quezon City
Oscar S. Santos, Asst. Chief Bldg. Insp. 12 Conde, Quiapo, Manila
Alfonso S. Padua, Chief Clerk 5 Highway 54, Cubao, Quezon City
Carlito S. Dauz, Property Clerk 53 Int. Isabel, Sampaloc, Manila
Emilio L. Cabato, Ledger Clerk 16 15th Ave., Quezon City
Samuel Bumpus, Chief Mechanic Quezon City Motor Pool
Eloy Atienza, Master Plumber 32 K-2nd Kamuning, Quezon City
Conrado Ochoa, Asst. Bldg. Insp. 15 Gen. Haig, Mandaluyong Q. City
Roman Villaverde, Mech. & Art. Well Insp. 114 Guipit, Sampaloc, Manila
Paz M. Maulawin, Asst. Chief Bldg. Insp. 248 N. Domingo, Quezon City
Nicasio Camayo, Gen. Rd. & Br. Foreman España Extension, Quezon City

OFFICE OF THE REGISTER OF DEEDS

| | |
|---|--------------------------------------|
| ATTY. RAMON N. VELASCO, Register of Deeds | 1133 Constancia, Sampaloc, Manila |
| Patricio Dumlaog, Senior Clerk & Cashier | 36 A. Mendoza, Makati, Rizal |
| Severino Bagtasos, Clerk | 836 Kundiman, Sampaloc, Manila |
| Jose Margate, Clerk | 154 Lipa, Sampaloc, Manila |
| Domingo Cristobal, Clerk | 518 Legarda, Sampaloc, Manila |
| Lorenzo Ganibal, Clerk | 715 A Governor Forbes, Samp., Manila |
| Isidoro Silao, Clerk | 424 P. Campa, Sampaloc, Manila |

QUEZON CITY POSTAL STATION

| | |
|---|---------------------------------|
| MR. DELFIN PIOPONGCO, Postmaster Operator | 68 Maryland, Cubao, Quezon City |
| Nicanor Fernandez, Operator | 230 Tuberias, Manila |
| Antolin D. Manugas, Operator | 747 Int. 5, Dart. Paco, Manila |

OFFICE OF THE DIVISION SUPERINTENDENT OF SCHOOLS

| | |
|---|--|
| MR. SERVILLANO DUNGLAO, City Schools Supervisor | 885-A Velasquez, Tondo, Manila |
| Jose Manlapig, Clerk Stenographer | 86 K-4th Kamuning, Quezon City |
| Meehnelina B. Ramos, Teacher-detail | 125 South 14th St., Niliman, Quezon City |
| Zennaida Ramirez, Teacher-detail | 48 K-3rd St., Kamuning, Quezon City |
| Andrea Tuazon, Teacher-detail | 103 Virginia St., Cubao, Quezon City |
| Patricio Magno, Jan-Messenger | 103 Virginia St., Cubao, Quezon City |
| <i>Quezon City High School:</i> | |
| MR. PANTALEON C. QUINTIN, Principal | 2554 Angat, J. Luna Sub. Tondo, Manila |
| Syvilla T. Alinea, Teacher | 11 Virginia, Cubao, Quezon City |
| Severina Gonzales (Mrs.), Teacher | 18 K-4th, Kamuning, Quezon City |
| Daniel Lising, Teacher | 11 Int. Kamuning Rd., Quezon City |
| Emma San Antonio (Mrs.), Teacher | 23 K-5th Kamuning, Quezon City |
| Juanita M. Santos (Mrs.), Teacher | 1669 P. Guevarra, Sta. Cruz, Manila |
| Felisa Velchez, Teacher | 877 Prudencio, Sampaloc, Manila |
| Purificacion Zamora (Mrs.), Teacher | 99 Iriga, Sta. Mesa Heights, Quezon City |
| Monicacia de la Cruz (Mrs.), Teacher | 36 Driod, Cubao, Quezon City |
| <i>Santol-Galas Elementary School:</i> | |
| Mrs. Catalina P. Gloria, Principal | 69 3rd Street, Quezon City |
| <i>La Loma Elementary School:</i> | |
| Mrs. Victoria C. Peralta, Principal | 632 Makiling, Sampaloc |
| <i>Cubao Elementary School:</i> | |
| Mrs. Felisa M. de la Paz, Principal | Cubao, Quezon City |
| <i>San Francisco Elementary School:</i> | |
| Mr. Gil A. Umali, Principal | 51 Roosevelt Rd., S. Fr., Quezon City |
| <i>Kamuning Elementary School:</i> | |
| Mr. Benigno D. Orenca, Principal (Acting) | |
| <i>Bonifacio Memorial School:</i> | |
| Mr. Prudencio Quilanita, Principal (Acting) | 26 Puan Bakal, P. Zamora, Cal., Rizal |





OFFICE OF THE MAYOR



OFFICE OF THE SECRETARY



MUNICIPAL COURT



OFFICE OF THE CITY TREASURER



OFFICE OF THE CITY ATTORNEY

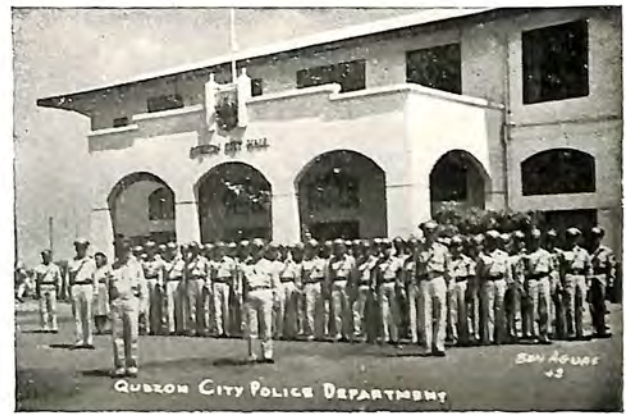


OFFICE OF THE CITY AUDITOR



OFFICE OF THE CITY ENGINEER

TRATION



QUEZON CITY POLICE DEPARTMENT



CITY PHYSICIANS



QCPD, RADIO PATROL



OFFICE OF THE REGISTER OF DEEDS



SECRET SERVICE DIVISION



QUEZON CITY HEALTH OFFICIALS



QUEZON CITY FIRE DEPARTMENT

City Hall, Quezon City
Inaugurated February 19, 1948
by Mrs. Trinidad de Leon Roxas



San Francisco del Monte Bridge
Completed March 18, 1948



Quezon City Public Skating Rink
near Quezon City City Hall





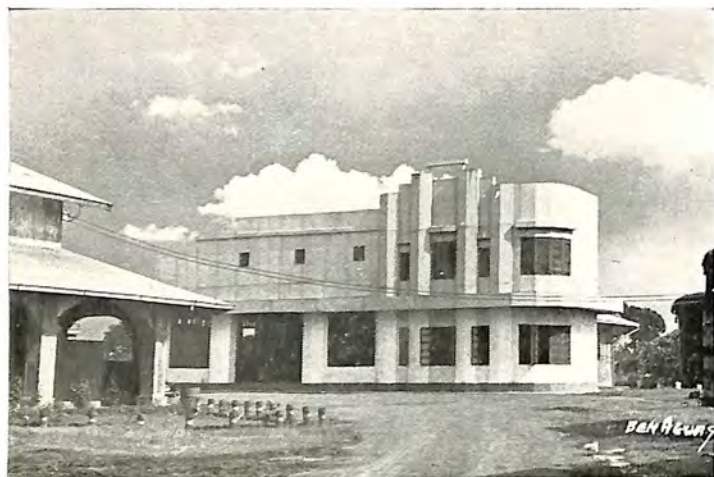
Part of the Quezon City Proposed Zoo showing Deer, donated by Hon. Lorenzo M. Tañada

East Avenue, in Diliman, Quezon City
Built during the new administration



The Artificial Lagoon,
near the Skating Rink

ADMINISTRATION ACCOMPLISHMENTS



PALARIS FILMS PRODUCTION STUDIOS
San Francisco del Monte

Although meant as a cultural and artistic center, Quezon City attracts nevertheless, and encourages normal business and commercial activities. Areas for residential



GENUINO ICE PLANT (under construction)
España Extension



NEW HOME OF MAYON MOTOR WORKS
Rotonda, España



MISSION BEVERAGES BOTTLING PLANT
A. Bonifacio, Balintawak



MODEL OF THE PEPSI-COLA BOTTLING PLANT
Aurora Blvd. near Gilmore, Quezon City

purposes however are reserved from commercial encroachment, but Quezon City provides that even in the business districts, there should be beauty.



MERCADO BODY BUILDERS
15th Avenue, Camp Murphy



HAPPY VALLEY COUNTRY CLUB



LA CAMPANA GAUGAU FACTORY
Luskut, Santol Subdivision



MR. ANTONIO HERAS' GAS STATION
Corner Broadway and N. Domingo



DELGADO MATERNITY AND CHILDREN'S HOSPITAL

The Building of Quezon City (Continued from page 20)

sites, provision has been made for hotels, commercial, industrial and cultural zones, main business districts and other minor items.

The main feature of Quezon City is the quadrangle of Diliman, bounded by the North, East, South and West Boulevards, which will be the heart of the nation. At the left corner of this quadrangle is the Philippine Exposition site...this site will contain permanent buildings of unusual beauty and design.

In planning Quezon City, the fact has been taken into consideration that the city will be the cultural and artistic center rather than commercial center of the nation. Manila will always be the commercial and industrial center of the nation, and it is expected that it will maintain that position by reason of location, being on the cross-roads of international commerce in the Far East.

However, provision has been made for the normal business and commercial activities of Quezon City.

"To the end that adequate light, pure air and safety from fire and other dangers may be secured, that the taxable value of land and buildings throughout the city may be conserved, that congestion in the public streets may be lessened or avoided, and that the public health, safety, comfort, morals and welfare may otherwise be promoted, it is deemed by the City Council of Quezon City to be erected; to regulate and limit the size and the intensity of the use of lot areas, and to regulate and determine the area of open spaces, within and surrounding such buildings;

"To classify, regulate and restrict the location of trades and industries and the location of buildings designed for specific industrial, business, residential and other uses;

"In establishing such regulations, it is recognized that due allowance shall be made for existing conditions, the conservation of property values, the direction of building development to the best advantage of the entire city, and the uses to which property is now devoted, so as not to deprive the owner of any existing property of its use or maintenance for the purpose to which it is now lawfully devoted."

To avoid the ugly criss-crossing of telephone and electric wires common in Manila, the Bureau of Public Works is now studying a plan for the layout of these wires and power lines underground.

The many subdivisions in Quezon City play an important part in the development of this city. Before subdivisions are approved, a proposed layout plan is first submitted to the City Engineer. In collaboration with Mr. Harry T. Frost the city planner, these layouts are amended to conform with the Master City Plan of Quezon City, all subdivision of the plan have co-relation with one another.

These subdivision owners build their own roads under the control and regulation of the city engineer as regards width, grade and construction details.

Further cooperation of these subdivisions with the city authorities consists in the donation of sites necessary for the city's proper development.

But at the forefront of the gigantic enterprise—that of building a great city—stands the original idea which gave it birth, to provide the common "tao" with a decent place to live in, within his means. The basic motive was never, for a moment, forgotten.

CONCLUSION

We owe much to Mr. Frost, Mr. A. D. Williams, former director of the Bureau of Public Works, Don Alejandro Roces, and to Mr. Vicente Fragante, present director of Public Works, upon whose shoulders the development and construction will rest.

The creation of Quezon City is the realization of the great dream of a great man. That dream is taking shape, the process of erection moves apace.

This new modern city shall be the living symbol of the birth of a nation, the Philippine Republic that shall come into being in 1946. All the combined will of the Filipino people, all its past and present culture, all its aspirations which shall soon be gloriously fulfilled shall be embodied within the carefully planned structure of this city.

And our children shall be able to say, in the words of Ruskin: "See what our fathers did for us!"

* * *

NOTE: (This article which has been abridged, was written by the then Q. C. City Engineer and Vice-Mayor Bernardo in 1941 and published in the Philippine's Herald Yearbook just before the outbreak of the war.

*There are many beautiful homes in Quezon City.
It is as if men, finding inspiration in cool breeze,
and blue skies here build to express their own
dreams — of security, and peace, and love for their
families.*



Residence of Mr. and Mrs. B. D. Valenzona
Aurora Blvd. near Gilmore, Quezon City



Residence of Secretary of Finance Miguel Cuaderno
143 Sierra Madre



Residence of Mr. and Mrs. Miguel Perez-Rubio
New Manila, Quezon City



Residence of Mr. and Mrs. Pedro R. Suavendez
Quezon City



War Damage Commission Compound
Quezon Boulevard Extension



Homes of Mrs. Graciano de Llamado and Miss Lucila Cruz
32 Canlaon and Piy Margal

THE CAPITAL CITY PLANNING COMMISSION

•

*Members of the Capital City Planning Commission
and the Committee headed by each.*

*Mr. Juan M. Arellano, Chairman and Manager
Committee on Architecture*

Mr. Jose Paez—Committee on Engineering

Mr. Pio Joven—Committee on Finance & Inter-governmental Relation

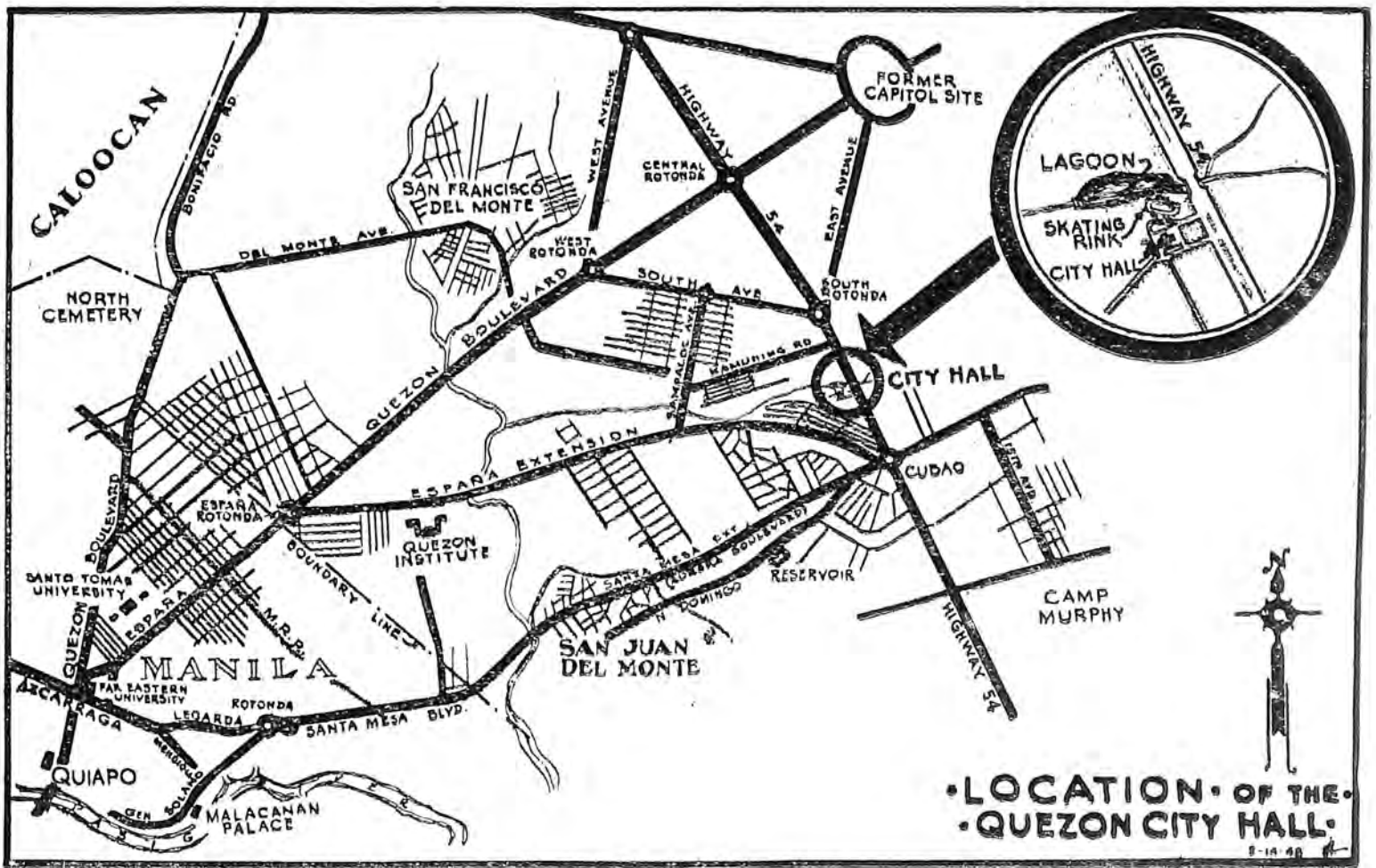
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